

Message Text

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PAGE 01 RIO DE 03673 111757Z

67

ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 /018 W
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R 111208Z NOV 75
FM AMCONSUL RIO DE JANEIRO
TO SECSTATE WASHDC 3010
INFO USIA WASHDC
USDOC WASHDC
AMEMBASSY BRASILIA
AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 3673

USIA PASS IOP/C DON JONES

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: PROCESS CONTROL INSTRUMENTATION (PCI) CATALOG EXHIBITION

REF.: STATE 253024

1. CONFIRM MAY 4-6 AS DATES FOR SUBJECT SHOW IN SAO PAULO.
SHOW WOULD BE HELD IN USIS LIBRARY. ALSO SUGGEST INCLUSION
OF CATALOGS WITH APPLICABILITY TO ELECTRONICS INDUSTRY.

2. WE HAVE DOUBTS CONCERNING SUITABILITY OF RIO AS SITE
FOR SUBJECT SHOW. CONGEN RIO OFFICER CURRENTLY IN
BELO HORIZONTE MAKING BLUE-RIBBON CALLS IN SUPPORT OF
MECANICA IS ALSO INVESTIGATING POTENTIAL FOR SUBJECT
SHOW IN THAT CITY. WILL REPORT FINDINGS SHORTLY.

3. SUGGEST THAT USDOC IN PLANNING SUBJECT SHOW CONSIDER
FOLLOWING RANGE OF USIS AUDIO-VISUAL FACILITIES AVAILABLE
BOTH IN SAO PAULO AND BELO HORIZONTE (IF POTENTIAL FOR SHOW
IN LATTER CITY PROVES POSITIVE):

- A) FACILITY FOR ONE-HALF INCH VIDEOTAPE;
- B) SINGER CARAMATE FOR EXHIBITING SLIDES AND CASSETTES;
- C) 3M 500 READER-PRINTER FOR MICROFILM;

UNCLASSIFIED

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PAGE 02 RIO DE 03673 111757Z

D) MOTION PICTURE PROJECTORS FOR EITHER OPTICAL OR MAGNETIC

SOUND TRACKS;

E) TWO-PROJECTOR 35MM SLIDE DISSOLVE UNIT AND AUDIOTAPE RECORDER.

PARTICIPANTS IN SHOW SHOULD BE ENCOURAGED TO SUBMIT MATERIAL
SHOWABLE VIA ABOVE FACILITIES. WE RECOMMEND THAT STRONG
AUDIO-VISUAL CAST BE GIVEN CATALOG SHOW IN ORDER TO ENLIVEN
THIS TRADE PROMOTION TECHNIQUE. AUDIO-VISIBILITY WOULD
FACILITATE OUR MARKETING OF EVENT.

DEXTER

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